



Raising Public Awareness

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Note: This PowerPoint summarizes the ideas of BLM and non-BLM stakeholders as discussed during the BLM's National Landscape Conservation System Summit, November 15-18, 2010. This PowerPoint represents neither the consensus opinions of the group attending the session nor the official positions of the BLM.

Introduction to Focus Group

- Some members of the public and employees lack awareness of the National Landscape Conservation System.
- There may be more awareness of local areas than of the system as a whole.

Summary of Discussions

- There is a need for clear concise messages for internal and external audiences about NLCS and how it fits into the BLM.
- Communication needs to be place-based not system- based.
- Moniker used to refer to the NLCS needs to be simple, clear, and resonate with the public. Ex. Conservation Lands or “cool places.”

Priority Topics/Key Ideas

- Integration into BLM
- Internal awareness
- Place-based
- Consistent message
- Message Delivery
- Name

Action Items

External Audience

- Create boiler plate language tying NLCS to BLM
- Develop moniker that incorporates “BLM”
- Develop an NLCS “elevator speech”
- Icon Development – iconic images or symbol
- Improve web-page – Provide consistency in subject matter and appearance. Make more externally friendly
- Develop plan to use social media
- Gather stories, images/video, and data (including economic benefits), to better tell NLCS story

Action Items

Internal Audience

- Director's Message
- Develop internal training
- Job Rotation for BLM employees – temporary assignments
- Develop an internal communication tool kit for managers